



# LPL "Boundaries to Greenery" Initiative

Strategic Broadcast Partnership Proposal

*"Every Four. Every Six. A Tree for the Future."*

---

**Prepared For:**

PEO TV / PEO SPORTS  
Official Broadcasting Partner, Lanka Premier League

**Submitted By:**

Planet Protectors  
Official Sustainability Partner of AsiaRugby

## Executive Summary

Planet Protectors is pleased to present this proposal to PEO TV, the official broadcasting partner of the Lanka Premier League 2026, to collaborate on the "Boundaries to Greenery" initiative—an innovative environmental campaign that transforms every boundary scored during LPL broadcasts into a tangible contribution to Sri Lanka's reforestation efforts.

Building on the verified success of our "A Try - A Tree" programme with Asia Rugby, Planet Protectors proposes planting one native, high-ecological-value tree for every four and every six hit throughout the tournament—amplified through PEO TV's broadcast reach.

### *# Zero-Cost Collaboration Model*

*This initiative is wholly funded and executed by Planet Protectors at no cost to PEO TV. We are not seeking financial sponsorship. Instead, we propose a collaborative partnership that leverages PEO TV's broadcast platform to amplify environmental awareness among cricket fans, players, and the global sporting community.*

Together with PEO TV, we can demonstrate that every high-impact moment on the cricket field generates a quantifiable, positive ecological legacy—broadcast live to millions of viewers.

## About Planet Protectors

Planet Protectors is a premier environmental organization in Sri Lanka dedicated to large-scale biodiversity conservation, ecological reforestation, climate action, and data-driven sustainability solutions. Our organizational focus emphasizes the preservation of endemic and endangered plant species alongside public education regarding soil erosion and conservation.

### CORE INSTITUTIONAL PILLARS:

- **One Million Trees Project:** A landmark reforestation framework with over 19,000 trees successfully established and managed across critical ecological zones.
- **Digital Tree Monitoring Framework:** Utilizing advanced proprietary geo-tagging systems to track the growth, survival rate, and carbon sequestration metrics of every single tree planted.
- **Environmental Advocacy & Education:** Direct-impact public programming addressing critical soil conservation needs and the long-term ecological risks of chemical over-reliance.
- **International Sport Partnerships:** Serving proudly as the Official Sustainability Partner of Asia Rugby, pioneering green sports governance across regional tournaments.

## Proven Track Record: The Asia Rugby Model

For the past two years, Planet Protectors has actively collaborated with Asia Rugby to design and execute one of the continent's most celebrated sports sustainability frameworks: **"A Try - A Tree"**.

Under the Guidance of Group Captain Nalin De Silva, an indigenous tree is systematically planted, recorded, and geo-tagged for every single try scored across selected international competitions. This partnership has conclusively proven that professional sports tournaments can serve as powerful catalysts for climate action, driving multi-channel fan engagement while substantially enhancing the environmental, social, and governance (ESG) indices of governing bodies.

## The Proposed Initiative: LPL Green Boundaries

Building directly upon this established model, we propose introducing a custom-tailored initiative for Sri Lanka's most anticipated domestic cricket spectacle.

**1 FOUR**

= 1 ENDEMIC TREE PLANTED

**1 SIX**

= 1 ENDEMIC TREE PLANTED

The gross volume of trees established will correspond directly to the official match statistics compiled throughout the upcoming LPL tournament cycle. Every boundary scored immediately registers an ecological asset for the nation.

## Strategic Partnership Structure

To ensure operational efficiency and clear delineation of responsibilities, the operational framework is structured as follows:

### Operational Commitments

(Planet Protectors)

- End-to-end project planning, site selection, and logistics management.
- Sourcing high-quality native and endangered saplings.
- Mobilization and coordination of professional conservation volunteers.
- Guaranteed multi-year post-planting maintenance and monitoring.

### Collaborative Support

(PEO TV)

- Broadcast recognition of the initiative as the "Official Sustainability Campaign of LPL" on PEO TV.
- Integration of campaign milestone markers within PEO TV broadcast graphics and digital streams.
- Inclusion of promotional graphics or announcements during live match broadcasts on PEO TV and PEO Sports channels.

- Precise GPS geo-tagging and digital data mapping for public verification.
- Production of media assets, photography, and comprehensive impact reporting.

- Facilitating brief player or official participation in ceremonial tree-planting media events.
- Encouragement of franchise teams and fan clubs to amplify the initiative online.

## Strategic Benefits for PEO TV

| STRATEGIC DIMENSION      | MEASURABLE VALUE & INSTITUTIONAL ADVANTAGE                                                                                                                         |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Global Leadership</b> | Positions PEO TV as a pioneering broadcaster championing sports sustainability within the International Cricket Council (ICC) broadcast ecosystem.                 |
| <b>ESG Commitment</b>    | Provides tangible, data-driven metrics to strengthen PEO TV's corporate social responsibility profile and environmental, social, and governance (ESG) credentials. |
| <b>Enhanced PR Value</b> | Generates universally positive international and domestic media narratives, expanding PEO TV's broadcast appeal beyond traditional sports journalism.              |
| <b>Fan Engagement</b>    | Creates a powerful, value-driven narrative that connects youth audiences and cricket enthusiasts directly with climate action through PEO TV's platform.           |
| <b>Lasting Legacy</b>    | Ensures PEO TV's broadcast legacy extends decades beyond the final match, giving rise to physical "LPL Green Forests" across critical Sri Lankan watersheds.       |

## Long-Term Vision & Next Steps

The LPL Green Boundaries Initiative is conceived not merely as a temporary broadcast feature, but as a signature, recurring sustainability programme embedded within PEO TV's LPL coverage. Over consecutive tournament cycles, this initiative will expand exponentially, building long-term ecological resilience and establishing PEO TV as the gold-standard broadcaster for purpose-driven cricket.

Planet Protectors stands prepared to immediately deploy operational assets to formalise this collaboration. We welcome the opportunity to present this proposal in detail to PEO TV's executive leadership and discuss broadcast integration timelines for the upcoming LPL season.

Every Boundary. A Greener Sri Lanka. Powered by PEO TV.



ONE MILLION TREES



ONE MILLION ENVIRONMENTALISTS



A TRY - A TREE



A TRY - A TREE



EARTH SUMMIT 2026



GEO TAGGING APP



LEGENDS FOREST



EARTH SUMMIT 2024



Photographed by  
NALANDA Media Crew All Rights Reserved ©

by PlanetProtectors Organization

*"Every Four. Every Six. A Tree for the Future."*

